

Message Text

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PAGE 01 TAIPEI 05111 110847Z

16

ACTION EA-10

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USDOC FOR BIC/OIM/MRD -- CODE 214 AND BIC/OIM/FE-SA

E.O. 11652: N/A

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SUBJECT: GLOBAL MARKET RESEARCH: "BUILDING PRODUCTS & CONSTRUCTION
EQUIPMENT", ROC

REF: A) USDOC 11766, 8/1/75; B) USDOC 11336, 7/24/75

SUMMARY: THREE FIRMS INVITED TO BID SUBMITTED PROPOSALS FOR
PREPARATION OF SUBJECT RESEARCH. BIDS RANGED FROM HIGH OF
US\$3,900 TO LOW OF US\$2,395. UNDER SPECIAL DOC AUTHORIZATION PER
REF A), TC AWARDED CONTRACT TO PEAT, MARWICK, MITCHELL & CO.

1. FOLLOWING FIRMS WERE INVITED TO BID ON SUBJECT RESEARCH:
CHINA CREDIT INFORMATION SERVICE (CCIS); MANAGEMENT CONSULTANTS
CORPORATION (MCC); AND PEAT, MARWICK, MITCHELL & CO. EACH
FIRM'S PROPOSED INTERVIEWS AND PROJECT COSTS ARE OUTLINED BELOW.

FIRM	COST	INTERVIEWS
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A) OCIS	US\$2,395	1. CONTRACTORS 10
	NT\$91,000	2. OTHER END USERS 15
		3. ARCHITECTS 5
		4. BUILDING PRODUCTS
		MANUFACTURERS 30
		5. ENGINEERS 10
		6. SALES REPS 10
		7. GOVERNMENT 6

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 05111 110847Z

8. ASSOCIATIONS 4

9. PUBLICATIONS	1
10. OTHERS	5
TOTAL	96

B) MCC	US\$3,900	1. CONTRACTORS	9
	NT\$148,005	2. ENGINEERS/ARCHITECTS	3
		3. MANUFACTURERS	6
		4. AGENTS/DISTRIBUTORS	4
		5. GOVERNMENT	20
		6. ASSOCIATIONS	4
		TOTAL	46

C) PMM&CO.	US\$3,030	1. CONTRACTORS	10-13
	NT\$115,000	2. MANUFACTURERS/	
		ENGINEERS	5-7
		3. SALES REPS/IMPORTERS	5-7
		4. GOVERNMENT	2-3
		5. ASSOCIATIONS	2-3
		6. PUBLICATIONS	1-2
		TOTAL	25-35

2. CCIS' BID ESTIMATE WAS LOWEST AND ITS PROPOSAL WAS VERY THOROUGH. FROM PREVIOUSLY EXPERIENCED DELAYS IN OCIS' COMPLETION OF "HOTEL AND RESTAURANT" MARKET STUDY AND "ELECTRIC ENERGY SYSTEMS" GLOBAL MARKET SURVEY, TC DOES NOT FEEL OCIS COULD CONDUCT PROPOSED 96 INTERVIEWS AND COMPLETE STUDY WITHIN REQUIRED 11-WEEK PERIOD. FURTHERMORE, TC DOES NOT BELIEVE 96 INTERVIEWS ARE NECESSARY.

3. MCC'S PROPOSAL WAS EXCELLENT AND ITS BID WAS HIGHEST SUBMITTED. MCC'S PREVIOUS DOC STUDIES, "BUSINESS EQUIPMENT AND SYSTEMS" AND "INDUSTRIAL SAFETY AND SECURITY EQUIPMENT", WERE BOTH COMPLETED ON SCHEDULE. MCC, HOWEVER, PROPOSED 46 INTERVIEWS, 20 OF WHICH WERE WITH GOVERNMENT AGENCIES. TC DOES NOT BELIEVE 46 ARE NECESSARY. FURTHERMORE, DISTRIBUTION OF INTERVIEWS SEEMS TO BE DISTRIBUTED TOO HEAVILY AMONG GOVERNMENT AGENCIES AND NOT HEAVILY ENOUGH AMONG AGENTS, DISTRIBUTORS, ENGINEERS, ARCHITECTS, AND MANUFACTURERS. WHEN COMPARED WITH PMM#CO.'S PROPOSED INTERVIEWS, MCC'S 11 INCREMENTAL CONTACTS WOULD NOT JUSTIFY INCREMENTAL FEE PAYMENT OF US\$870, THE DIFFERENCE BETWEEN MCC'S UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TAIPEI 05111 110847Z

AND PMM#CO.'S BID ESTIMATES.

4. PMM&CO.'S PROPOSAL WAS ALSO EXCELLENT. FIRM COMPETED FOR DOC "AIR AND WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT" GLOBAL MARKET SURVEY AND "MOTOR VEHICLE MAINTENANCE AND SERVICING EQUIPMENT" MARKET STUDY. PMM&CO. IS NOW FINALIZING "COMMUNICATIONS EQUIPMENT AND SYSTEMS" GLOBAL MARKET SURVEY. FIRM'S PROPOSED NUMBER AND DISTRIBUTION OF INTERVIEWS SEEM REASONABLE IN VIEW OF TIME

CONSTRAINTS AND INFORMATION AVAILABLE IN TC CONDUCTED RESEARCH. PROPOSED BID PRICE WAS MID-LEVEL ESTIMATE. THEREFORE UNDER SPECIAL DOC AUTHORIZATION PER REF A) TC AWARDED CONTRACT FOR SUBJECT STUDY TO PMM&CO. AT US\$3,030. CONTRACTOR HAS ASSURED TC HE WILL BE ABLE TO SUCCESSFULLY COMPLETE STUDY BY 10/27/75 WITH A MID-TERM REPORT DUE 9/15/75.

5. TC HAS PASSED TO CONTRACTOR PERTINENT DATA ALREADY DEVELOPED AND SUBMITTED TO DOC. CONTRACTOR HAS ACKNOWLEDGED SAME IN INTRODUCTION TO PROPOSAL. FIRM UNDERSTANDS THIS INFORMATION IS PROVIDED TO SAVE TIME AND PMM&CO. WILL SUPPLEMENT THESE MATERIALS WHERE NECESSARY TO COMPLY WITH ALL PORTIONS OF MRD SPECIFICATIONS. CONTRACTOR LIKEWISE APPRECIATES OPTION TO SUBMIT TRADE LISTS BY 12/1/75 PER REF A) PARA 3.

6. PARTICULARS OF CONTRACT WILL BE TRANSMITTED ASP. BID PROPOSALS WERE FORWARDED TO MRD ON 8/11/75.
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